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RESEARCH REPORTS OF INTEREST  
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I. Underlying Trends and Their Impact

1. Marketing Costs for Food - Misc. Pub. #708, 1955
1. Beef Marketing Margins and Cost - Misc. Pub. #710, Feb. 1956

II. Efficiency Studies of Wholesalers and Retailers

"Some Comparative Methods of Packaging Potatoes and Onions at the Point of Distribution," Paul F. Shaffer and Dale L. Anderson, MIS 12, January 1955.

"Citrus Coder Cuts Costs," Dale Anderson and Paul Shaffer, Marketing Activities, July 1955. (Out of Print)

"Bag Closure Costs Compared," Paul Shaffer and Dale Anderson, Marketing Activities, July 1955.

"Improved Methods of Displaying Produce on Wet Racks" F. S. Hapner, Marketing Activities, December 1955.

"Retail Customers Prefer Packaged Produce Displayed with Bulk," Paul Shaffer, Marketing Activities, January 1956.

"Methods of Increasing Productivity in Modern Grocery Warehouses," John C. Bouma, IRR No. 94, June 1955.

"Cutting Labor Costs in Grocery Warehouses," John C. Bouma, Marketing Activities, May 1955. (Out of Print)

"Improving the Efficiency of Retail Grocery Clerks by Letter Training," Martin Kriesberg, IRR No. 82, March 1955.

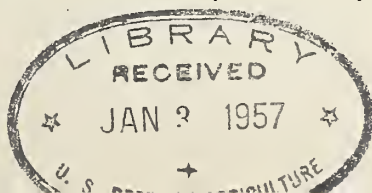
"Truck Routing by Code," Theodore H. Allegri. Marketing Activities. September 1955.

"New Methods for Handling Frozen Foods in Warehouse Plants," Theodore H. Allegri. Marketing Activities. October 1955.

"Some Improved Methods of Handling Frozen Food in Wholesale Plants," James A. Nixon and Theodore H. Allegri. IRR No. 107. Nov. 1955

"Methods, Equipment, and Facilities for Receiving, Ripening, and Packing Bananas," B. G. Andrews and S. L. Burt. IRR No. 92, June 1955.

"A Plan for the Development of a Wholesale Fruit and Vegetable Market at Baton Rouge, La.," MIS 20, March 1955.



Supplement to a report entitled "The Wholesale Market for Fruits, Vegetables, Poultry, and Eggs in Baton Rouge, La.," Jan. 1955.

Supplement to a report entitled "The Wholesale Produce Market at Waco, Texas," January 1955.

"Wholesale Produce Markets - Management, Operating Expenses, and Income," RR 91, April 1955.

"Improving the Truck Delivery Operations of a Wholesale Grocer-- A case Study," James R. Snitzler. (None available)

### III. Quality Maintenance

"Effect of Various Retail Store Display and Handling Practices on the Quality and Condition of Green Peppers," Wm. E. Lewis, USDA AMS 44, May 1955. (Out of Print)

"Effect of Various Retail-Store Display and Handling Practices on the Quality of Elberta Peaches," Wm. E. Lewis, USDA AMS 40, May 1955. (None Available)

### IV. Packaging

"Produce Packaging Potential," Donald R. Stokes, USDA, American Management Association, New Potentials in Consumer Packaging, Packaging Series No. 48, April 1955.

"Types and Sizes of Containers Used for Prepackaged Tomatoes," Beulah C. Robertson, USDA, AMS 52, August 1955.

### V. Market Development and Merchandising

A final report, "Preference for Canned Grapefruit Juices," Market Research Report No. 108, Dec. 1955, has been released.

Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids and Margarine: Monthly, quarterly, and annual reports.

"Merchandising Studies in Supermarkets--Mushrooms," Wayne Lee, Pennsylvania State University, November 1955.

"Merchandising Canned Red Sour Cherries, Carrots, and Bananas," Hugh H. Smith, Wendell E. Clement, and William S. Hoofnagle, Marketing Research Report No. 111, December 1955.

"Merchandising Winter Pears in Retail Food Stores," by Hugh H. Smith, Wendell E. Clement, and William S. Hoofnagle. Marketing Research Report No. 102, September 1955.



"Consumer Purchases of Selected Fruits and Juices"--Monthly

"Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets"--Quarterly

"Consumer Purchases of Selected Fruits and Juices by Family Characteristics, April-Sept. 1955," To be published early in 1956.

"Fruits and Juices Availability in Retail Food Stores," Issued for months of February and August 1955.

Market Research Report No. 110 entitled "Frozen Grapefruit Sections, Evaluating a New Product by Retail Sales Audit and Household Survey" was released December 1955.

"The Market for Food in Selected Public and Private Institutions," by William S. Hoofnagle, Philip B. Droskin, and James A. Dayton. Marketing Research Report No. 84, Agricultural Marketing Service, U. S. Department of Agriculture, Washington, D. C. March 1955.

#### VI. Consumption Patterns and Consumer Behavior

"Food Buying Guide for Type A School Lunches, PA-270, 32 pp. June 1955. (In Coop. with Agricul. Market. Serv., and Fish and Wildlife Serv., Department of the Interior) For sale only at Government Printing Office - 25¢ each.

- \* "Candled Quality as a Measure of Functional Properties of Eggs," R. V. Parsons. Poultry Processing and Marketing 61 (3): 13,20. March 1955. (Contract with the Purdue Agricultural Experiment Station)
- \* "The Flavor of Your Eggs--How Good is it?" B. A. McLaren and W. J. Stadelman. Poultry Processing and Marketing, Vol. 61 (2): 20-21, 34, 36, February 1955. (Contract with Washington Agricultural Experiment Station)
- \* "Shell Eggs - Quality and Properties as Affected by Temperature and Length of Storage," R. Jordan, A. T. Barr, and H. L. Wilson. Purdue Agr. Expt. Sta. Bul. 612, 59 pages. October 1954. (Contract with Purdue Experiment Station)
- \* "A Comparison of Several Methods for Evaluation of Quality in Eggs," V. Harns, L. A. Sauter, B. A. McLaren, and W. J. Stadelman. Poultry Science, Vol. 33: 1022-1028, September 1954. (Contract with Washington Agricultural Experiment Station)
- \* "Relationship Among Physical, Functional, and Flavor Properties of Eggs," B. A. McLaren and W. J. Stadelman. Washington Agr. Expt. Sta. Tech. Bul. 14, 31 pages, September 1954. (Contract with Washington Agricultural Experiment Station)

- \* "The Effect of Season, Age, and Storage Conditions on the Flavor of Eggs and Products Made Using Eggs," J. V. Harns, E. A. Sauter, B. A. McLaren, and W. J. Stadelman. Poultry Science 33 (5): 992-997, September 1954. (Contract with Wash. Agr. Expt. Sta.)
- \* "Seasonal Variations in Quality of Eggs as Measured by Physical and Functional Properties," E. A. Sauter, V. Harns, W. J. Stadelman, and B. A. McLaren. Poultry Science, Vol. 33: 519-524, May 1954. (Contract with Washington Agricultural Experiment Station)
- "Cooking Quality and Compositional Factors of Potatoes of Different Varieties from Several Commercial Locations," P. H. Heinze, H. E. Kirkpatrick and E. F. Dochterman. Tech. Bul. 1106, March 1955. (Coop. Agricultural Marketing Service)

Single copies of available bulletins can be secured by writing to Lewis F. Morwood, Agricultural Economics Division, Federal Extension Service, Washington 25, D. C.

- \* These bulletins may be secured by writing to the Agricultural Experiment Station at the State College or University issuing them.





